

## Parcel 42

8 Stories, Mixed-Income, Mixed Use

99 rental apartments, Eff., 1-BR, 2-BR, and 3-BR

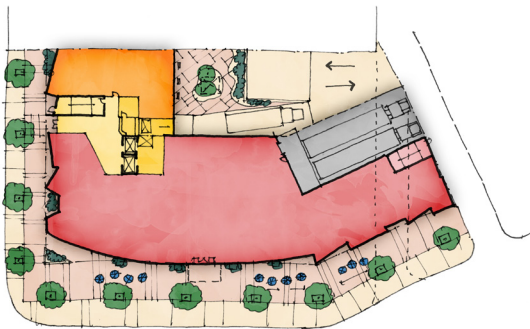
Affordable Unit Breakdown:

- 20 total Affordable Units
- 10 units at 80% AMI
- 5 units at 60% AMI
- 5 units at 30% AMI

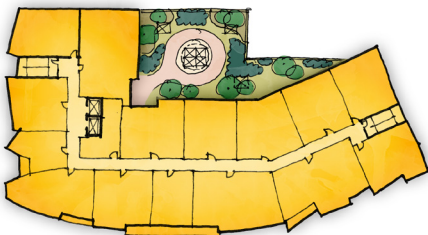
9,500 SF retail space for Yes! Organic Market

### AMENITIES

- On-site organic grocery
- Outdoor seating and dining
- Modern design
- Landscaped rooftop deck
- Two levels of parking for both residents and retail patrons



Ground Floor Plan



2nd Floor Plan

# THE PARCEL 42 DEVELOPMENT TEAM

NeighborhoodDevelopmentCompany

invest + develop + revitalize

Neighborhood Development Company  
*Developer*



Wiencek + Associates Architects + Planners  
*Architect*



Hamel Builders  
*General Contractor*



Kettler Management  
*Leasing and Property Manager*



Yes! Organic Market  
*Retail Tenant*

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# PARCEL 42

Community Presentation

*November 14, 2012*

Neighborhood**Development**Company

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Holland & Knight



# TEAM INTRODUCTION

## Neighborhood Development Company

- Founded in 1999 – CBE business located in Petworth
- Developed over 33 projects and over 500,000 sq. feet of real estate
- Participated in several large public-private partnership projects



- Recognized by several publications and the recipient of numerous project awards



# Neighborhood Development Company

## Qualifications and Experience

### *Relevant Projects*

- **City Vista**
  - Mixed use/mixed income including 685 condo and rental units plus 115,000 sq. ft. of retail
- **The Residences at Georgia Avenue**
  - 72 units of affordable rental plus 11,000 sq. ft. Yes! Organic Market
- **The Heights on Georgia Avenue**
  - 69 rental apartments plus 10,000 sq. ft. of retail
- **The Lofts at Brightwood**
  - Conversion of former Masonic lodge and a new 5-story addition into 32 condominiums plus 3,000 sq. ft. of retail



# Neighborhood Development Company Qualifications and Experience

- *Strong experience with public RFPs*
  - *CityVista, CityCenter, 1225 Fairmont Street, NW, etc.*
- *Awarded RFP to develop city center of Mount Rainer, MD on Rhode Island Ave. in Prince George's County*
  - Total Apartments: 210 units
  - Total Retail: 18,225 sq. ft.
  - Total Parking: 250 spaces



# TEAM INTRODUCTION

## Federal Capital Partners, *Capital Partner*

- Founded in 1999
- Invested over \$3.0 billion in assets
- Focused on investing with development partners in Washington, DC and the Mid-Atlantic region



## Yes! Organic Market, *Retail Partner*

- Dedicated local employer with 7 stores in District
- Health conscious retailer



## Holland & Knight, *Zoning Counsel*

- Reputation for resolving complex zoning, land use and development issues
- Strong working relationships with District staff
- Experience in implementing case specific strategies based on neighborhood context and stakeholder input

Holland & Knight

## TEAM INTRODUCTION

### Wiencek + Associates Architects + Planners

- Founded in 1986
- CBE business located in the District
- Over 40,000 units of multifamily housing completed to date
- Award-winning Urban Place Makers
  - District of Columbia Mayor's Environmental Excellence Awards
  - AIA Maryland and Potomac Valley Chapter
  - HAND Housing Achievement Award
  - Affordable Housing Conference of Montgomery County



# Wiencek + Associates Architects + Planners

## Qualifications and Experience

### *Relevant Projects*

- **The Avenue at Park Morton**
  - 83 units of affordable rental plus 2,400 sq. ft. of retail on Georgia Avenue
- **The Residences at Georgia Avenue**
  - 72 units of affordable rental plus Yes! Organic Market on Georgia Avenue
- **The Overlook at Oxon Run**
  - 326 units of family and senior housing in Southeast DC
- **Sky House I and II**
  - 528 units of mixed-income rental and condo units at the Southwest Waterfront





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Sat Image & Zoning Information

Source: DC GIS

**Unit Mix**

	1Br	2Br	# of Units	NSF/floor	GSF/floor
<b>Total</b>	<b>62</b>	<b>19</b>	<b>81</b>	<b>66,679</b>	<b>91,000</b>

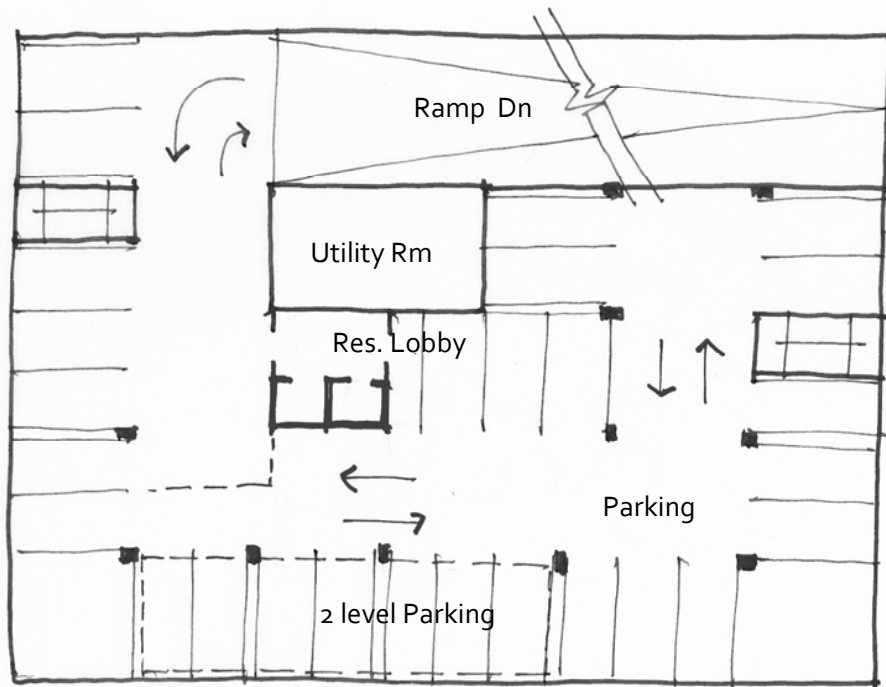
**By-Right vs. PUD Comparison**

	By-Right FAR	By-Right GSF	PUD FAR (R-5-E)	PUD GSF (R-5-E)
<b>Lot 106</b>	1.0	15,317	6.0	91,902
<b>Lot 803</b>	1.0	1,691	4.5	7,610
<b>Unit Count</b>		44 Units		81 Units + 2 Townhouse Units
<b>Building Stories</b>		5 Stories		8 Stories
<b>Parking</b>		14 Spaces		33 Spaces

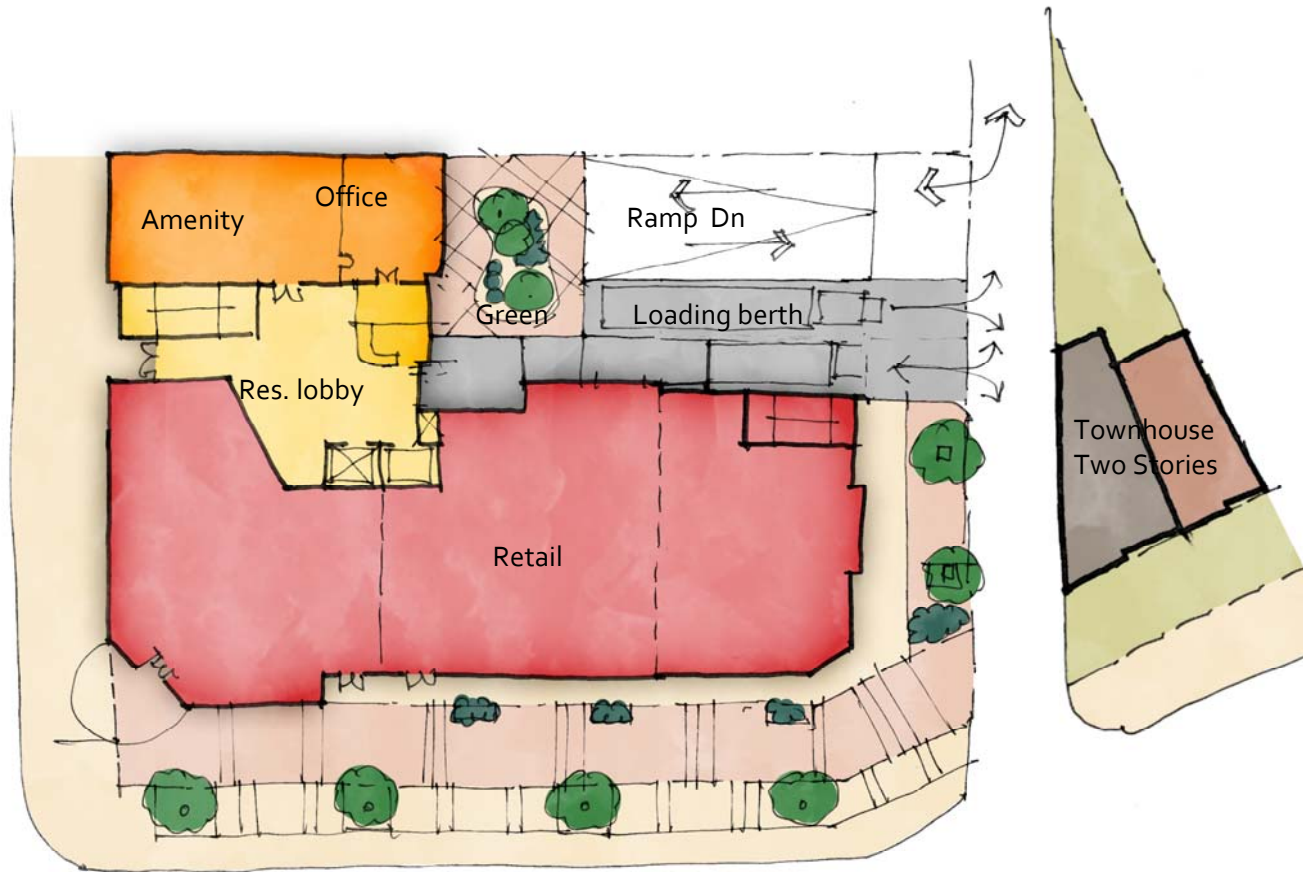
**Summary**

	PROPOSED SCHEME
<b>Total Allowable GSF</b>	91,902 (Lot 106)
	7,610 (Lot 803)
<b>Total Ground Floor GSF (retail and common space)</b>	11,620
<b>Total Retail GSF</b>	7,600
<b>Total Residential GSF</b>	79,380 (lot 106 only)
<b>Total Number of Units</b>	81 (lot 106 only)
<i>Affordable Dwelling Units (20%)</i>	17
<b>Total Parking</b>	33
<i>Residential</i>	27
<i>Retail</i>	6
<b>Total Development Costs</b>	\$27,655,289
<b>Construction Timeline</b>	18 months





Basement Floor Plan



Ground Floor Plan

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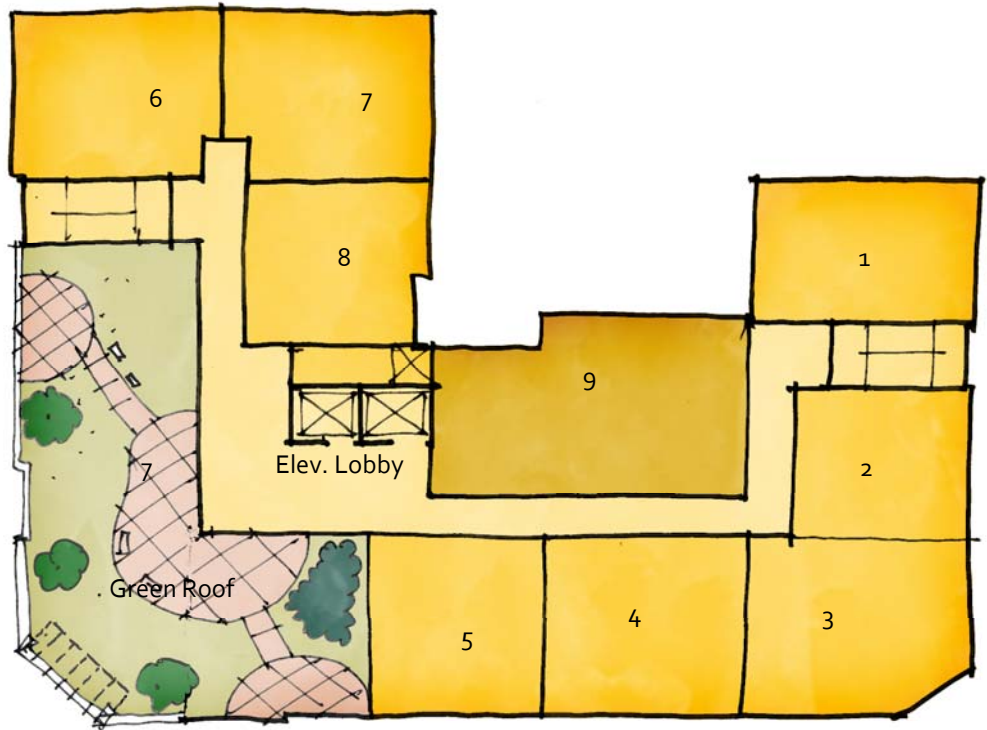
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Floor Plans





Typical 2<sup>nd</sup> to 7<sup>th</sup> Floor Plan



8<sup>th</sup> Floor



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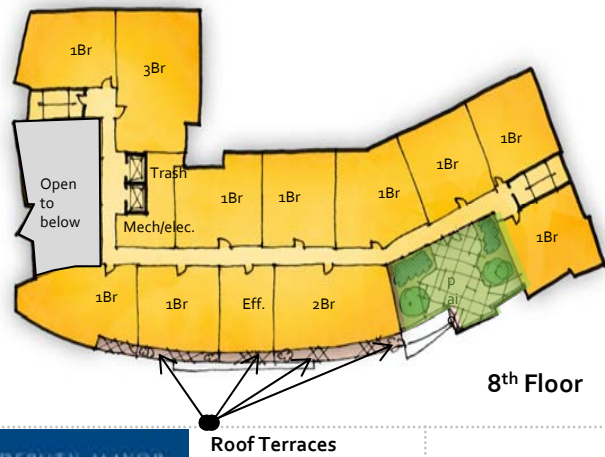
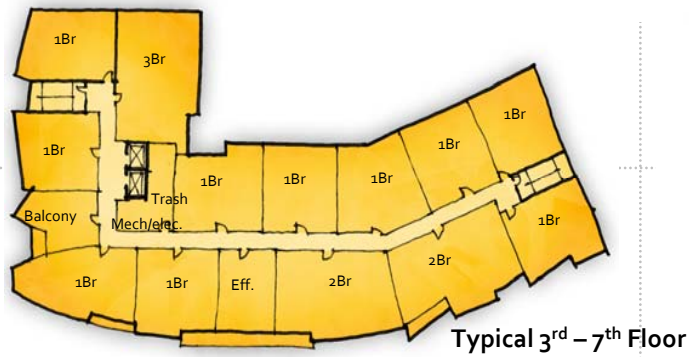
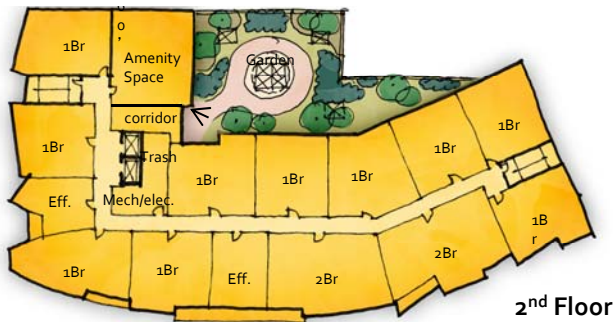
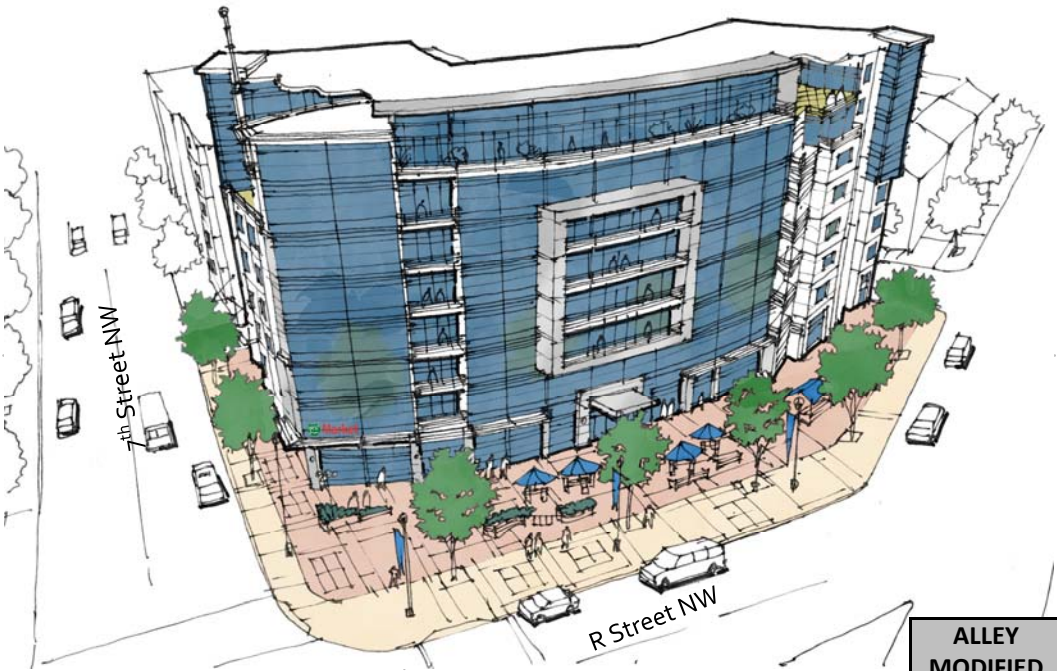
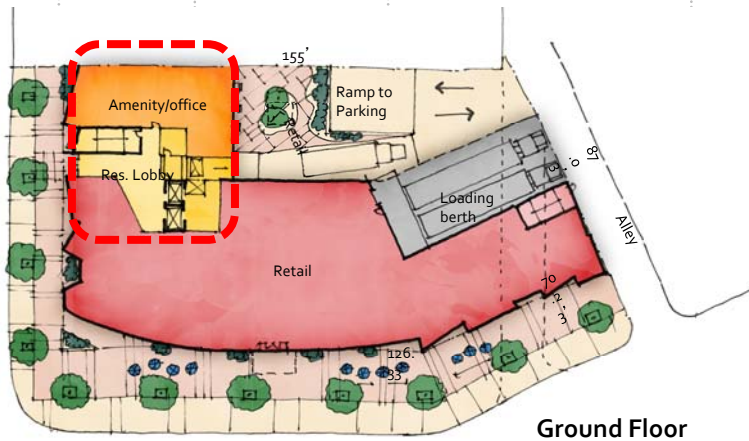
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Building Perspective





ALLEY MODIFIED	
Total Allowable GSF	102,048
	(Lots 106 and 803 combined)
Total Ground Floor GSF (retail and common space)	17,000
Total Retail GSF	9,500
Total Residential GSF	85,043
Total Number of Units	99
Affordable Dwelling Units (20%)	20
Total Parking	68
Residential	55
Retail	13
Total Development Costs	\$31,378,652
Construction Timeline	18 months

# COMMUNITY BENEFITS, STAKEHOLDER ENGAGEMENT & COMMUNITY OUTREACH

## Advisory Neighborhood Commission

- Work alongside ANC 2C to design an iconic project on the corner of 7<sup>th</sup> and R Streets, NW – the gateway intersection of the Shaw Neighborhood

## Shaw Community Engagement

- Work with the Shaw community to provide employment opportunities to Shaw residents and a new retail amenity for the neighborhood

## Employment & Job Creation

- 38 permanent jobs & 150 construction jobs created

## LEED Gold

- We commit to build a LEED Gold and will aspire to a LEED Platinum designed project

## Affordable Housing

- 20% ADUs – half at 80% AMI, half at 30% and 60% AMI

## ADVISORY NEIGHBORHOOD COMMISSION 2C





# COMMUNITY BENEFITS, STAKEHOLDER ENGAGEMENT & COMMUNITY OUTREACH



## Local Ownership through crowd-funding\*

- NDC will provide the local community with a chance to invest in real estate
- Drives community engagement in the project
- Power to build wealth in the community
- Opens opportunities for the community to invest in city-owned land
- Parcel 42 & Shaw will be a national model for community reinvestment
- A chance to directly participate in building of the neighborhood



## Scholarship Opportunity

- NDC will provide a scholarship open to children of the Shaw Community to attend college
- ANC 2C in conjunction with a Shaw-based non-profit to select local young scholars
- Opens up educational opportunities for local youth funded by the project



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\*NOTE REGARDING THE SALES MATERIALS :

- (i) No money or other consideration is being solicited, and if sent in response, will not be accepted.
- (ii) No sales of the securities will be made or commitment to purchase accepted until delivery of an offering circular that includes complete information about the issuer and the offering.

# COMMUNITY BENEFITS



# Market

## Yes! Organic Market

- 9,500 sq. ft. market will offer the community a new choice in healthy food options
- Outdoor seating and dining
- On-site parking for retail patrons



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PARCEL 42



# PROPOSAL ADVANTAGES

- Developer with outstanding track record
- Cohesive team with collaborative project experience
- Strong capital partner who wants to invest money in the District
- Desirable retailer committed to local hiring and investment
- Award-winning architect who employs design flexibility in working with ANC's and the community



# Market

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PARCEL 42